

# Tempe – 1960's





# Tempe – 2006



# **Lessons Learned**

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- **McDowell Road was once a Regional Destination, however, due to market changes and competition, that is no longer true.**
- **When an area is experiencing a time of disinvestment, a catalyst for change is required.**
- **When the existing markets are no longer working, it is unrealistic to think that the individual property owner can create the transition to reinvestment.**
- **A reduction in the amount of commercial property, intensification of residential, and modified street design street to reduce traffic speed are good improvements but may not create the renewed investment necessary to sustain retail development.**

# Public Investment

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- When an area is in decline, it usually takes significant public investment to stimulate change.
- In the case of the McDowell Road Corridor, we believe that the catalyst for change could be a city owned:

**“Multi-purpose Event Center”**

# **MULTI-PURPOSE EVENT CENTER**

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- **Regional Attraction**
- **Addresses Community Needs**
- **140-180 Event Days**
- **A Catalyst for reinvestment into the McDowell Road Corridor**

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# **MULTI PURPOSE EVENT CENTER**

**GLOBAL ENTERTAINMENT CORPORATION**



# EVENTS CENTER



# EVENTS CENTER

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- **4,000 - 6,500 Fixed Seats**
- **First Class Amenities**
  - **22 Luxury Suites**
  - **2 Club Suites**
  - **VIP Restaurant/Lounge**
- **Event Flexibility**
  - **Designed to Accommodate the Widest Variety of Events**
  - **Maximizes Facility Usage and Revenue**



# Typical Event Center Uses

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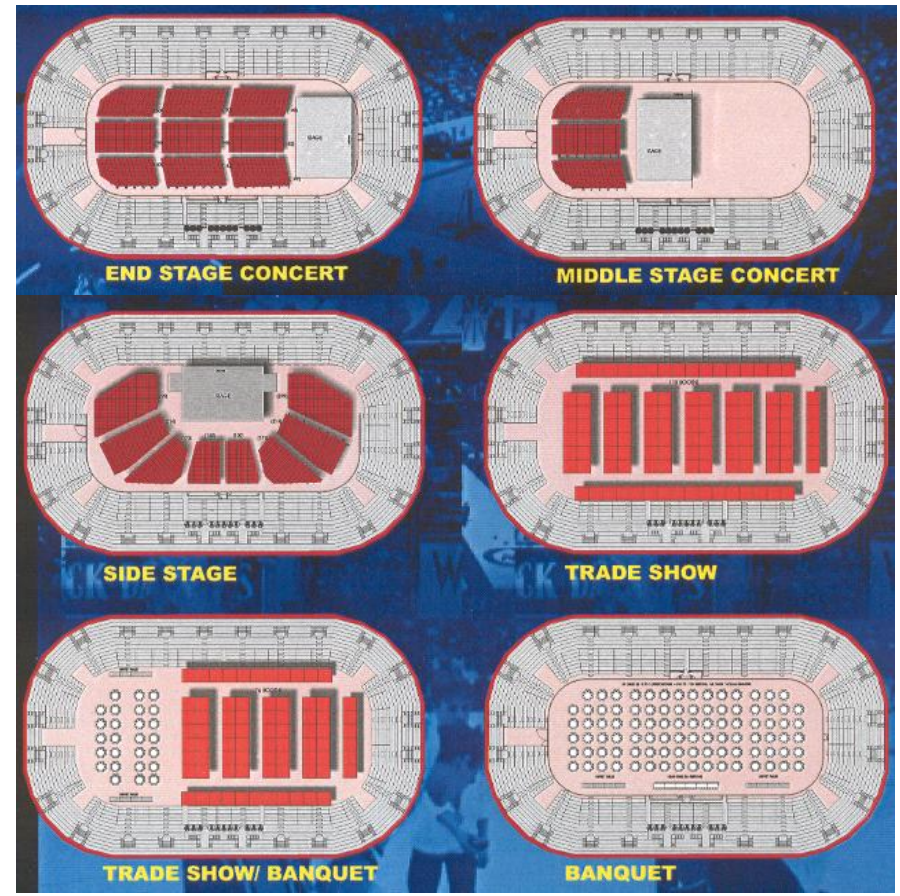
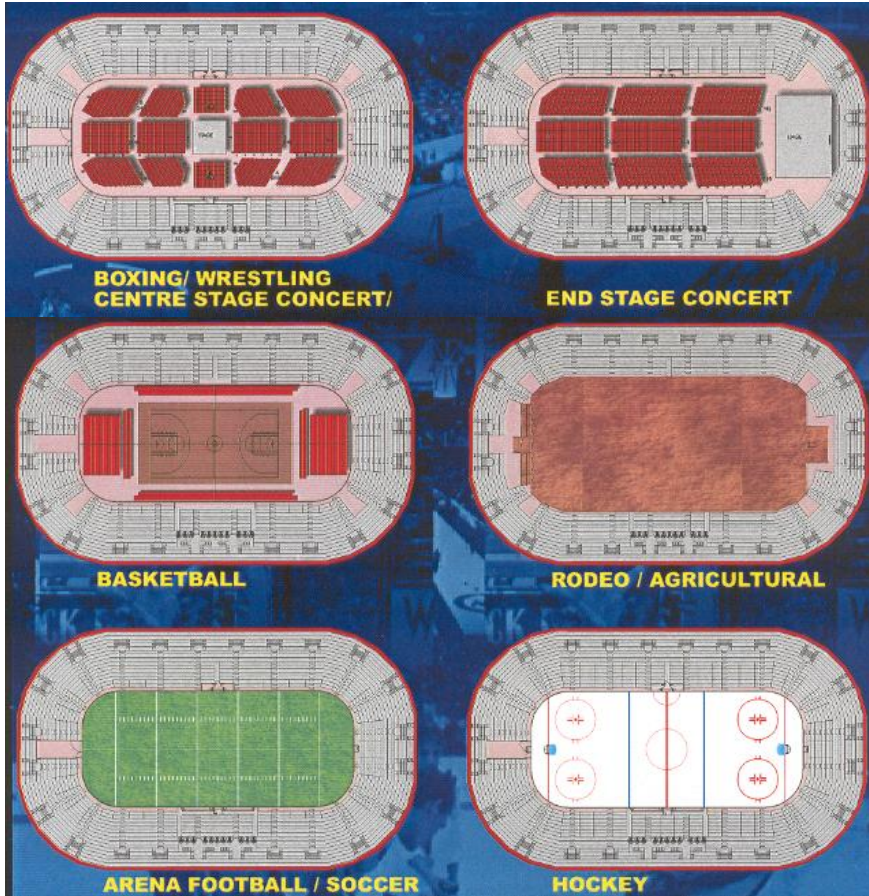
- **Triple A Sports such as CHL Hockey, AFL II, Arena Racing League, Indoor Soccer, Basketball**
- **Motorsports – possible event facility for Barrett Jackson**
- **Equestrian Shows – possible event location for Prada del Sol Rodeo**
- **Circus – possible location for Cirque du Soleil**
- **Cultural Events – theater, symphony**
- **Family events such as Disney on Ice**
- **Home Shows, Golf Expos, Home and Garden Shows**
- **Conference/Convention Facility – possible connection to Skysong**
- **State Championships for High School Sports**
- **High School Graduation**

# **Typical Event Center – Concerts/Shows**

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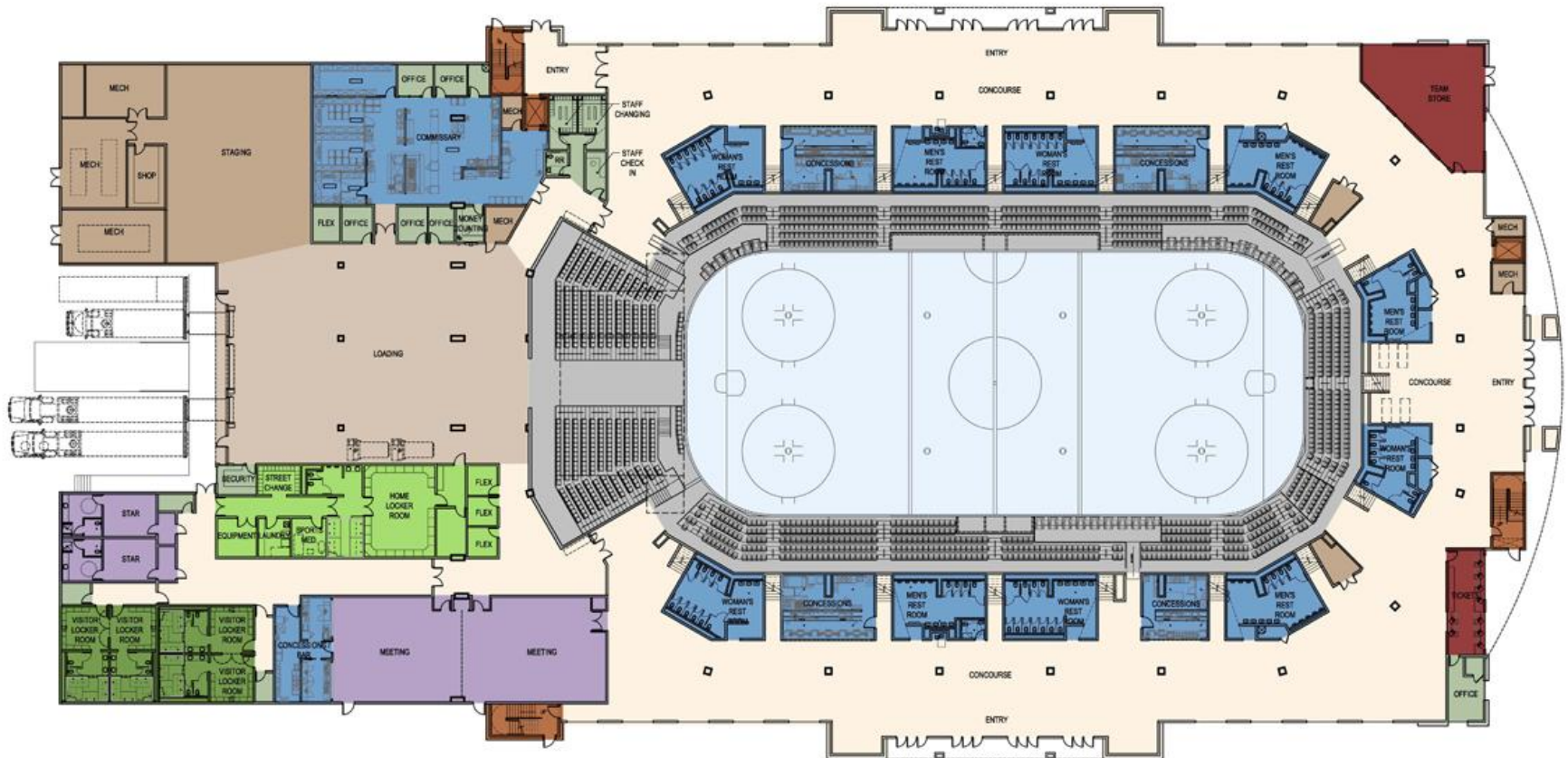
- **Juan Gabriel, Big and Rich, Kenny Rogers, Chicago, Godsmack, Clint Black, Willie Nelson, Merle Haggard, The Moody Blues, ZZ TOP, Lynyrd Skynyrd**
- **Panic! At the Disco, James Blunt, Fall Out Boy, The Fray, Gym Class Heroes, Maroon 5, O.A.R., Jason Mraz, Snow Patrol, Hush Sound, Hellogoodbye**
- **Blue Man Group, George Lopez, Harlem Globetrotters, Sesame Street Live, Stars on Ice, Champions on Ice, Doodle Bops**

# FLOOR LAYOUTS





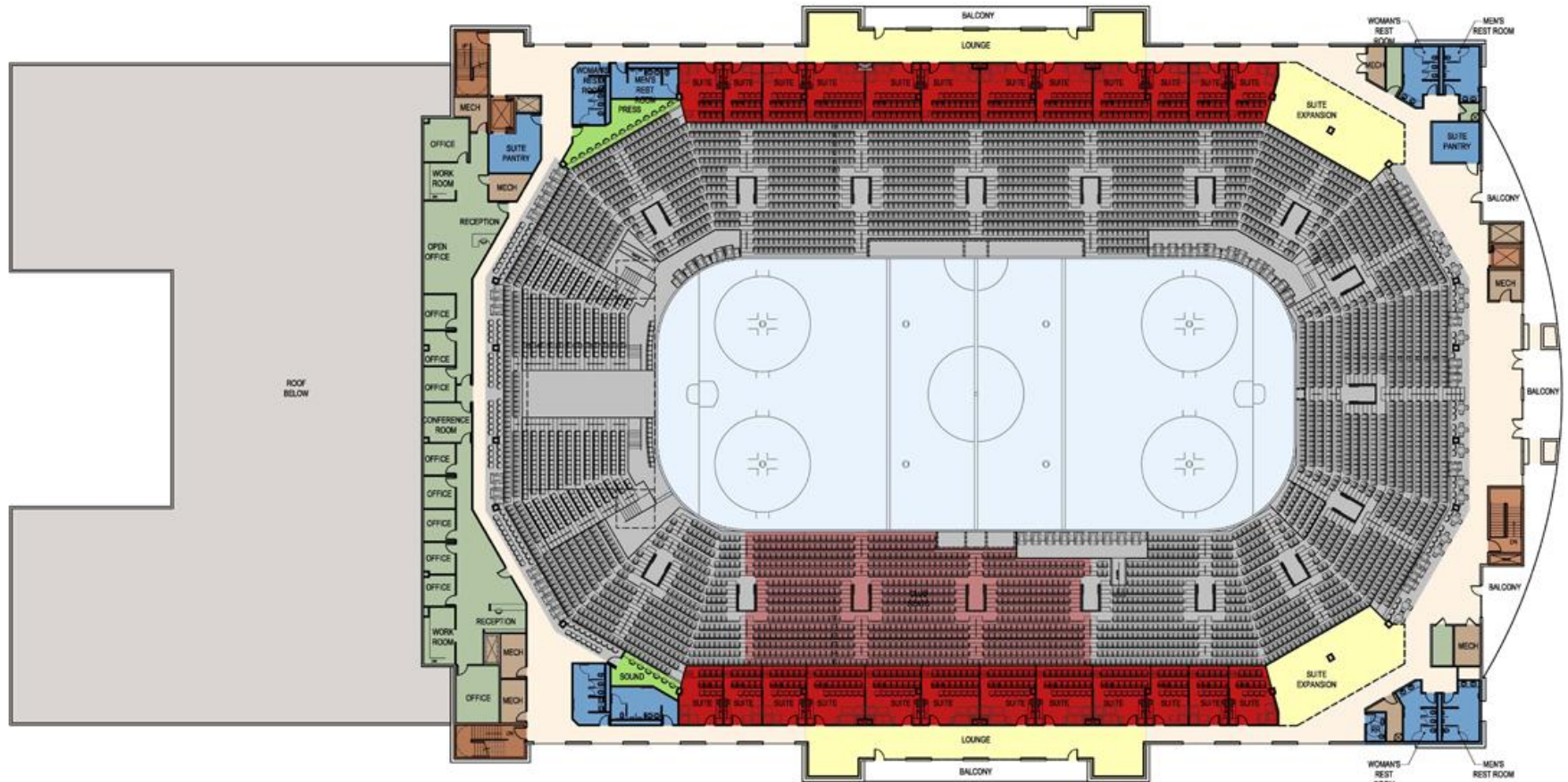
# EVENTS CENTER



Concourse Level



# EVENTS CENTER



Suite – VIP Level

# Exterior Elevations Designed to Community Standards







ALLEN EVENT CENTER



TICKETS



# Event Center as a Development Anchor

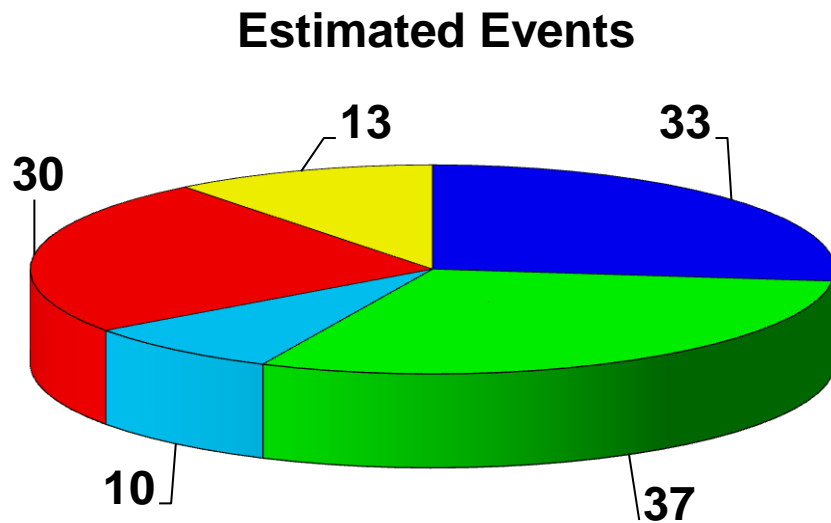






INDEPENDENCE EVENT CENTER

# OPERATING PROJECTIONS



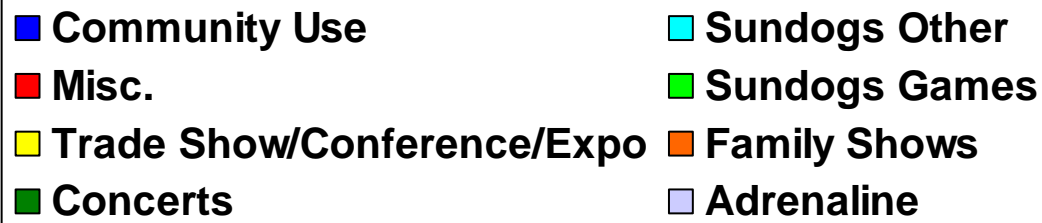
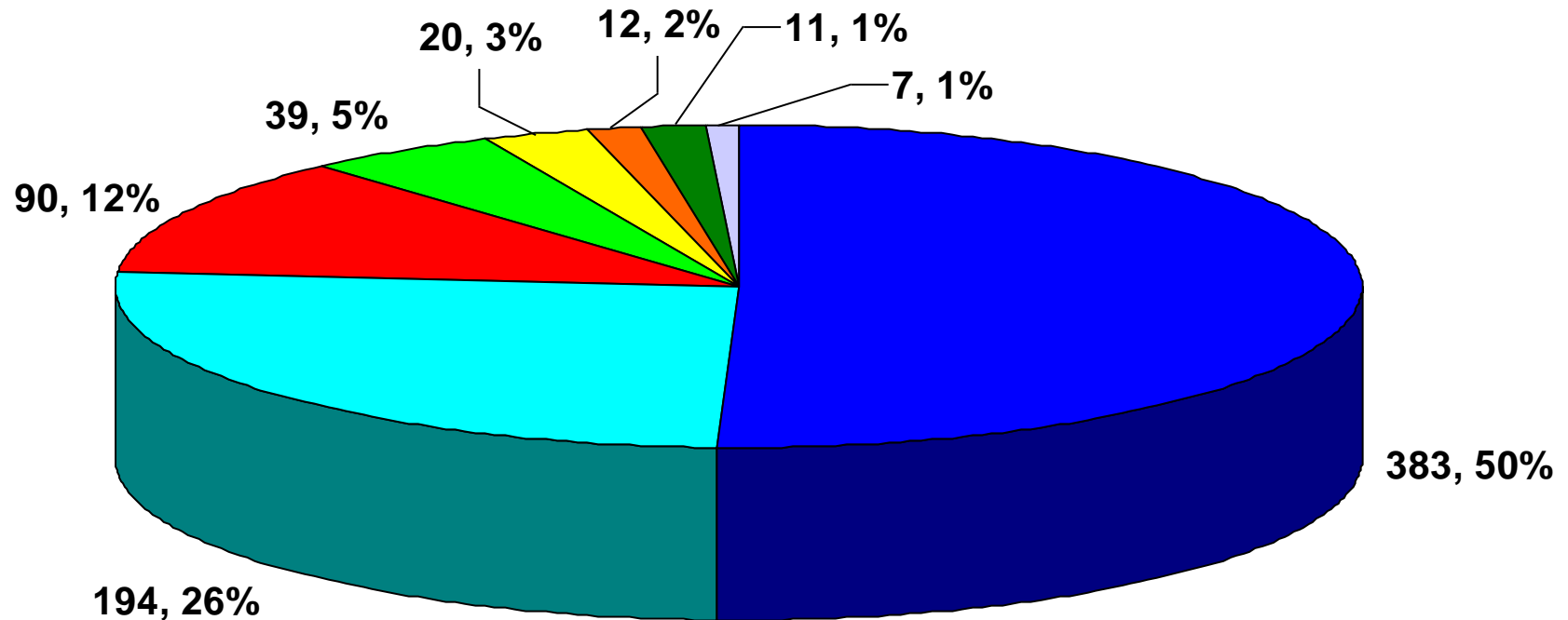
Total = 123

- CHL
- Other Sports
- Concerts
- Family Shows
- Misc

Revenue Generating  
Events Only

Estimated Attendance  
of 445,000

# Tim's Toyota Center (Prescott) May-07 to May-08 Activity



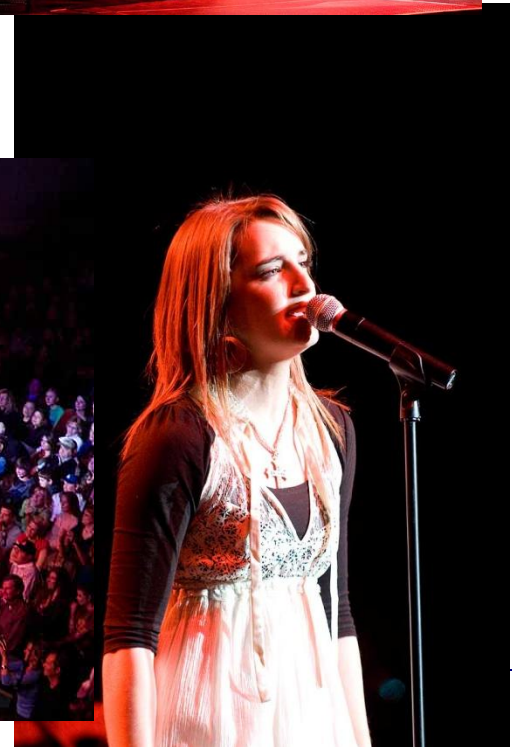
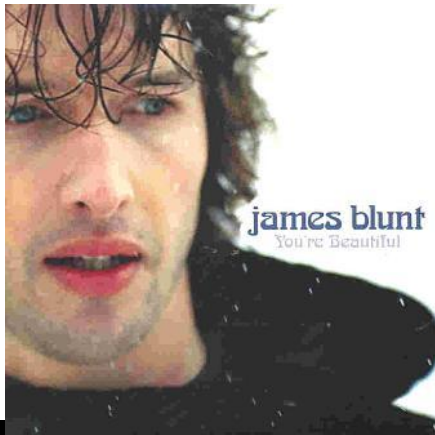


# ARENA EVENTS





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# ECONOMIC IMPACT – PRESCOTT VALLEY, AZ

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- **CHL Hockey**
  - **\$13.8 MM**
- **Concerts and Shows**
  - **\$83.8 MM**
- **All Other Benefits (job creation, spending, etc.)**
  - **\$48.6 MM**

**Impact over 20 years**

**Source: Arizona State University Graduate School  
of Business, March 2007**

# PROJECTED ECONOMIC IMPACT

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- **Events Center Job Creation**
  - **33 Full Time, 145 Part Time**
  - **Annual Personal Income Generated = \$1.822 M**
  - **Use of Non Profit and Charitable Organizations**
  
- **Construction Program**
  - **50-100 Qualified Tradesman Per Day**
  - **Approximately \$15 M to \$20 M Spent Locally**
  
- **Adjacent Development Economic Impact**
  
- **Quality of Life**

# Requested Information

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- Is the project proposal able to be implemented under existing city policies? **Requires City Approval**
- Are there any non-city barriers that you see hindering your proposal? **NO**
- Why have you looked at the McDowell corridor for this project? **Catalyst for Reinvestent**
- What are the land uses you are proposing and where in the corridor would they be located? **This is a City owned facility – suggest location at the eastern end of Skysong on City owned property to take advantage of public investment in land and parking. This type of facility does not need to be located directly on McDowell Road.**



# Requested Information

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- What is the structure of your group? **Global Entertainment has significant experience in Multi-purpose Event Center construction & management.**

**Note – As a City owned facility, it would be up to the City to determine who they select to design, build and manage the Event Center.**

- What do you need from the City? **A determination that this is a viable alternative to helping the McDowell Road Corridor and an investment into South Scottsdale.**
- What is the time frame for initiation and completion? **An Event Center takes approximately 24 months to complete.**